

The Mathematical Association of America (MAA), a national professional association, seeks a full-time Communications Specialist.

The Communications Specialist is responsible for working on the strategic email marketing, events marketing, and departmental marketing projects of the Communications Department. The goal of these programs and this role is to ensure that the MAA is seen as a leader in the mathematics and STEM fields as well as drive revenues to the organization. This position is responsible for implementing the email marketing program, leading publications and membership projects, leading MAA MathFest marketing, leading Programs department projects and thought leadership program, as well as supporting advertising in MAA communications and serving as a content creator and strategist for the MAA Career Resource Center.

A successful candidate for this position must have experience leading email marketing campaigns, leading event marketing, creating and strategizing content for organizations and blogs, and coordinating campaigns and communications for internal and external partners. A candidate must have an understanding of website CMS, Drupal experience and HTML. Experience designing graphics and creative images is desirable. In addition they must have strong Microsoft Office skills, a customer service orientation, and exceptional organizational and project management skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.

Candidates must have a Bachelor's degree as well as a minimum of 3+ years of applicable experience in communications, public relations, and/or marketing.

The Mathematical Association of America (MAA), located in the historic Dupont Circle area of Washington D.C., is the world's largest community of mathematicians, students, and enthusiasts. The MAA accelerates the understanding of our world through mathematics, because math drives society and shapes our lives. For more information about the Mathematical Association of America, see [www.maa.org](http://www.maa.org). The MAA is an Equal Employment Opportunity Employer.

Please email resume, cover letter, and salary expectations (required) to:

Elizabeth H. Richards, SPHR, GPHR  
Mathematical Association of America  
E-mail: [hr@maa.org](mailto:hr@maa.org)



## Job Description

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| <b>Job Title:</b>    | <b>Communications Specialist</b>             |
| <b>Reports To:</b>   | <b>Media Relations and Marketing Manager</b> |
| <b>FLSA Status</b>   | <b>Exempt</b>                                |
| <b>Date Prepared</b> | <b>December 2017</b>                         |

### **Job Summary:**

The Communications Specialist at the Mathematical Association of America (MAA) is responsible for working on the strategic email marketing, events marketing, and departmental marketing projects of the Communications Department. The goal of these programs and this role is to ensure that the MAA is seen as a leader in the mathematics and STEM fields as well as drive revenues to the organization. This position is responsible for implementing the email marketing program, leading publications and membership projects, leading MAA MathFest marketing, leading Programs department projects and thought leadership program, as well as supporting advertising in MAA communications and serving as a content creator and strategist for the MAA Career Resource Center.

### **Job Responsibilities:**

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

- Implement the email marketing program for the association's member and non-member audiences. Draft, design, and send emails with innovative strategies that maintain consistent messaging and branding and increase the number of quality email leads. Coordinate with staff in other programs to create and send innovative emails that improve metrics for conversions and membership benefit adoption.
- Lead publications and membership projects including coordinating with journal/magazine publishing partner and books partner to increase readership and sales. Support membership campaigns.
- Identify trends in content, influencers, and product changes, and make strategic recommendations for all department initiatives based on data analysis.
- Lead MAA MathFest marketing across email marketing, social media, website, print advertisements and promotions with partner organizations to increase revenues from the event.

- Lead Programs department projects and implementation of thought leadership programs. Promote the value of MAA by communicating the results of grants and other programs that support the mathematics community.
- Support the MAA social media presence with a focus on tone, graphics, and lead generation to support the MAA's role as an inclusive leader of the mathematics community.
- Support the implementation of advertising buys in MAA communications especially email marketing and sponsored content to increase revenues. Collect analytics to share with advertisers to demonstrate the success of advertising campaigns.
- Support the MAA Career Resource Center with strategies that increase revenue and serve as content creator for the site.
- Create graphics, communication, and marketing materials that support the MAA's strategic marketing objectives.

### **Minimum Qualifications:**

To perform this job successfully, an individual should possess the knowledge, skills, and abilities listed and meet the amount of education, training and/or work experience required.

### **Education**

- Bachelor's degree, required.

### **Experience**

- 3+ years of relevant work experience in communications, public relations, and/or marketing, required.
- Experience leading email marketing campaigns, required.
- Experience leading event marketing, required.
- Experience coordinating campaigns and communications for internal and external partners, required.
- Experience creating and strategizing content for organizations and blogs, required.
- Experience designing graphics and creative images, desired.
- Understanding of website CMS, required. Drupal experience and understanding of HTML, required.

### **Knowledge, Skills, and Abilities**

- Exceptional interpersonal, written, oral, proofreading, analytics, and design oversight skill set.
- Excellent attention to detail.
- Strong time and project management skills that reflect the ability to work independently on multiple tasks and projects simultaneously with dynamic timelines and priorities.
- Emphasis on working with a team to complete routine tasks and support long-term department strategic projects and revenue goals.
- Positive outlook and commitment to going the extra mile to meet the organization's strategic initiatives.
- Ability to build and maintain relationships with internal teams.
- Willingness and aptitude to learn new skills and build professional skill sets.
- Ability to identify trends and challenges and propose solutions.

- Ability to work creatively and flexibly in a fast paced environment under pressure while maintaining high work standards.
- Exhibits a professional demeanor in all environments and with all internal and external contacts.

**Working Conditions:**

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Able to lift up to 20 lbs.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

Travel: Dependent on business needs.

**This job description should not be construed to imply that these requirements are the only standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. MAA has the right to revise this job description at any time. MAA is an “at will” employer and as such, neither this job description nor your signature constitutes any form of contractual arrangement between you and MAA.**

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|----------------------|-------|
| Employee’s Signature | Date: |
| Manager’s Signature  | Date: |

Equal Opportunity Employer